

To: FCC Commission
MB Docket NO. 04-233

10/27/04

Fr: Chris Protzman
General Manager –Knoxville Operations
WWST, WMYU, WKHT, WQBB
Knoxville, TN 37909

Dear Commissioners,

I wish to document some examples of our stations commitment to serving our community and the continuous effort and focus we place on exceeding the expectations of the community and FCC in this mission.

As you debate the issue of “Localism” in the radio industry I think it is important to hear from your constituents in the communities we all serve and get the first hand accounts of what does happen and the critical roles played by our licensed broadcasters in helping to educate, change and help eliminate the human sufferings of our community.

I hope to place a face on the need we address each week in our community here in Knoxville, TN and equally important document to you the daily, weekly and monthly steps we take to have impact on securing resources and educating the populace of the demand. I think it is obvious but also important to note that our future relevance to our commercial audience is directly tied to this commitment and is in its own light the right thing to do both as a community citizen and as a corporate partner.

All of our stations {WWST-FM 102.1, WMYU-FM 93.1, WKHT-FM 104.5, WQBB-AM 1040} air a weekly community talk show called “*East Tennessee Report*”. This show is a 30 minute taped program that features newsmakers, political representatives, community activists, and local topics of interest. It airs at 6:30am Sunday on WWST and WKHT 6:00am on WMYU and 8:30am on WQBB. We also air a public health program called the “*The Radio Health Journal*” weekly on WMYU at 6:30am and on WWST and WKHT at 6:00am with WQBB airing it at 8am on Sunday.

The following is a composite of topics and issues addressed on the “*East Tennessee Report*” year to date:

1/4/04 –**Holiday Depression**-Dr. Barbara Taylor Clinical Psychologist at Peninsula Hospital.

1/11/04-**Junior Chambers of Commerce**-Jared Smith President of Maryville-Alcoa Jaycees and executive Vice President of the National Junior Chambers of Commerce.

1/18/04-**Race Against Racism**-Sally Lighter Executive Director of Knoxville YMCA and Margaret Butler YMCA Board President.

1/25/04-**Autism in East Tennessee**-Jim Friedrich Executive Director of non-profit breakthrough corporation.

2/1/04-**Black History Month**-Julia Wood Director of Admissions of Community Relations with Pellissippi State Community College.

2/8/04-**Heart Risks**-American Heart Association Liza Hutchison rep of local chapter.

2/15/04-**Tennessee Scholars Program for Workforce Development**-Cecilia Whittington Director of Workforce and Community Development Knoxville Area Chamber.

2/22/04-**Women of a New Tribe / Black History Display**-Todd Smith Director of Knoxville Museum of Art.

2/29/04-**Knoxville Symphony Season**-Lucas Richman Conductor of Knoxville Symphony Orchestra.

3/7/04-**Tornado Precautions-Handling the Severe Weather of East Tennessee**-Todd Howell Chief Meteorologist of WBIR-TV Channel 10 NBC.

3/14/04-**Better Business Bureau**-Larry Smith of BBB of East Tennessee

3/21/04-**Great American Cleanup**-Keep Knoxville Beautiful Coordinator Courtney Piper.

3/28/04-**MADD**-Susan Ford Victim advocate and East Tennessee Chapter President.

4/4/04-**Substance Abuse / Recovery**-Dr. Anne Young Psychologist Peninsula Hospital.

4/11/04-**Cancer Society's Relay for Life**-Anna Catherine Davenport American Cancer Society.

4/18/04-**Sexual Assault Crisis Center**- Sally Lighter Executive Director of Sexual Assault Crisis Center.

4/25/04-**Kidney Foundation**-Heather Brackins

5/2/04-**Second Harvest Foodbank**-Elaine Machiela Assistant Director Second Harvest

5/9/04-**Cove Relay for Life**-American Cancer Society Michael Holtz

5/23/04-**AAA of East Tennessee**-Don Lindsey Public Affairs Director AAA

5/30/04-**Child Safety Seat Law**-East Tennessee Children's Hospital Ellen Liston

6/6/04-**American Cancer Society**-Worlds Fair Park relay Stacy Hall and Debi Jinks.

6/13/04-**Grace Baptist Church Music**-Jeff Brockelman Music Director

6/20/04-**Southeast Dairy Association-Healthy Eating**-Pat Wallin Registered Dietician

6/27/04-**MADD**-Susan Ford Victim advocate and East TN Chapter President.

7/4/04-**Tennessee Kidney Foundation**-Heather Brackins of East TN Kidney Foundation.

7/11/04-**Workforce Development**-Cecelia Whittington Director of Workforce Development and Community Development Knoxville Chamber Partnership.

7/18-**East TN Television and Film Commission**-Letitia Basner Communications Coordinator

7/25/04-**Kidneys & Cars**-Paul Sharpe Coordinator Kidney Foundation

8/1/04-**Knoxville Zoo**-William Becker Director

8/8/04-**St. Jude Memorial Benefit**-Dewey Foust TN Racking Horse Association.

8/15/04-**Orange Affair to Remember-American Cancer Society Benefit**-Becky Wuetrich

8/22/04-**Big Brothers / Big Sisters**-Jessica Carrington Recruitment Specialist.

8/29/04-**Grandparenting Event-Baptist Hospital**-Susan Long

9/5/04-**Foster Parent Program**-C.J. Riboro case worker for Foster Care Recruitment East TN.

9/12/04-**East Tennessee Children's' Hospital**-Ellen Liston

9/19/04-**Orchid and Onion Awards**-Keep Knoxville Beautiful Courtney Piper Coordinator

9/26/04-**Koman Race for Cure**-Jill Lane Chairperson for the event.

In addition to the **East Tennessee Report** we air weekly we also air the **Radio Health Journal** each week featuring a panel of experts taking listeners calls and discussing the topics listed below: *(The list below represents topics discussed year to date)*

- Marriage Rate Decline
- Violence Prevention
- Public Health Care Crisis
- ER overcrowding
- Flu Epidemic
- Behind the Counter Drugs
- Medicare
- Exhausted Medical Residents
- Low Carb Diets
- Personality Disorders
- Weather and Health
- Safety of In-Office Surgery
- Pediatric Brain Tumors
- Hoarding
- Deaf Children-Cued Speech
- Sibling Abuse
- Children and Grief
- Cremation Trend
- Nicotine Wonder Drug?
- Lighting Injury/Safety
- Methamphetamine
- Hospitals and the uninsured
- Male Menopause
- Kids and Divorce
- Tinnitus
- Police pursuit accidents
- Viagra abuse
- Late life parents
- Tort Reform
- Negative Stereotypes
- Drowsy Driving
- Vegetarianism
- Obesity
- Bullying bosses
- Medical Ethics

Of course we are often involved in local charity fundraising events and have played a critical role in helping our local charities continue their outreach work and advocacy platforms to address the needs of our local citizens.

A small accounting of these efforts is listed below year to date:

WWST-FM 102.1 / WMYU-FM 93.1 / WKHT-FM 104.5

\$22,000 “Hope A Thon” radio-a-thon benefiting Children’s Hospital Camp Cure for diabetes patients. Radio station staff also volunteered during the effort co-hosting the event and answering the phones.

\$100,000 “Family Welfare-Dance Marathon” raised money thru UT dance-athon to help generate funds for Hematology / Oncology Endowment Fund of ETCH.

\$141,000 “Star 102.1 Children’s Hospital Radio Thon” Morning show Marc and Kim’s 3rd annual event broadcast live from area mall for two days raising money for research and new equipment for ETCH.

\$90,000 “Variety Club” worked with local Variety Charities chapter on “Walking Tall” movie premiere to raise money for ET Charities.

\$400,000 Juvenile Diabetes Research Foundation Walk promotion. Raised money through walk participants and soliciting corporate sponsors. WMYU and WWST and WKHT staff walked in the event as well.

210,000 pounds of food raised for Second Harvest as part of our High School Football Challenge along with WATE Television.

\$9,000 “Sexual Abuse Crisis Center 5K walk. 93.1 Point staff volunteered at the event as well and walked in the event.

\$29,031 “Helen Ross McNabb Radio-Thon on 93.1 The Point” Raised over the 1 day live broadcast to help benefit Child Abuse Prevention.

18,394 Pounds of food and \$2,400 dollars collected for Second Harvest Foodbank of Knoxville by WMYU.

Year to date our group has helped raise over \$793,000 for local charities and 228,000 pounds of food for the Knoxville Second Harvest Foodbank.

In addition to our active role in assisting our charitable partners locally we also air a variety of Public Service Announcements (**PSA's**) on all stations. Through ascertainment with our local officials we provide a critical function of communicating important issues and debating timely topics of high profile to our local community.

A few of these topics are listed below by station and topic:

WKHT-FM

Partnership for Drug Free America
Race against Racism –Hosted by YWCA
Rock the Vote-Youth adult registration drive
United Way Annual Campaign

WWST-FM

Prom Challenge-Drunk Driving prevention
Star Student of the Month-Benefiting ETCH ER room.
Women's Expo-Knoxville News Sentinel / City of Knoxville
Boys and Girls Club
Sack Pack-Benefiting local teachers supply bank
ETCH Childs ID Program
Sevier County Emergency Services Celebration
Star 102.1 Boomsday- City of Knoxville
United Way Annual Campaign

WMYU-FM

Animal Welfare Knox County-Benefiting Knox County Humane Society
Knoxville Museum of Art
Race against Racism
Gamblers Anonymous of Tennessee's
Sertoma Center Benefit-Benefiting disabled adults
Dogwood Garden Show of Knoxville
Child Abuse Prevention Campaign-Southern Exposure
Women's Health Susan G. Komen Race for the Cure-Test Drive Promotion
Walk for the Cure-Juvenile Diabetes Research Fund
Fitness "Get Active America"-Youth Fitness campaign
Adoption Rescue Fair-Pet Adoption Program
Armed Forces Assistance-Local program to assist 278th.
Knoxville Zoo-Feasts with the beasts.
Radio-thon Helen Ross McNabb Child Abuse Prevention Center
United Way Annual Campaign

WQBB-AM

American Lung Association

American Cancer Society

Racial Discrimination

National Fatherhood Foundation

Autism Research Foundation

United Negro College Fund

Get out the Vote Registration Drive

We also air newscasts on important issues and concerns of Knoxville. Several of the topics we recently aired were regarding crime, education, security, environmental, healthcare and family welfare.

Listed below are recent examples from our June newscasts.

“DOE getting serious about terror proofing the Y-12 nuclear weapons plant. Tom Ridge’s visit to Knoxville discussing the Homeland Security Department role at Oak Ridge in June.”

“Tennessee Child Passenger Safety Law interview with Knoxville Police Chief.”

“Medicare users start using new Medicare approved discount cards.”

“Grand Jury called for highway death by rock thrown from overpass.”

“Maryville police investigating a string of break-ins at doctor clinics”

“Annual Kids Welfare study released and Tennessee ranks near bottom.”

“City Council passes curfew on Kids under 18 to curb recent crime wave.”

“West Nile Virus first case confirmed in June”

“Governor wages war on drug problem (methamphetamine labs in mountains)”

“TDOT launches new website”

“New jobs roll out at Pigeon Forge racing track.”

“Anderson County residents learn they may lose 13 more teachers due to financial short fall.”

“Boeing Manufacturing lays off 35 employees in Oak Ridge.”

“DOE workers voted to accept contract at Oak Ridge”

“University of Tennessee tuition goes up by a Trustees vote.”

“Scam Artists are using homeless people to cash checks from area businesses.”

Collectively we have aired over 3000 PSA mentions on our broadcast properties thru September of this year. The conservative commercial value of these mentions is in excess \$150,000 in air time value and constitute the minimum we record. This does not count long form interviews, phone calls and live drops we commonly do during a promotional time window of support.

As part of our community commitment and FCC compliance we offer all the above mentioned documentation in our Public File available to the community at large.

We take very seriously our unique relationship with our listening public and file when appropriate any formal complaint received at the station and respond with in 24 hours if not within the hour to any listener complaint. A station manager personally speaks to the listener to determine the nature of the complaint and then determines the next step necessary to rectify the issue. All complaints are responded to by a manager by phone, letter and/or staff meeting each time. I am happy to state as well we rarely have a listener who isn't thoroughly impressed with the attention and speed by which we respond.

We survey our listeners regularly through perceptual studies to determine what they want more of and what they want less of. We then make adjustments to our format(s), music, personalities, promotions to be directly responsive to their wants and needs. Of course we participate in the AMBER alert program here locally and EAS. We have activated the AMBER alert successfully in the last 90 days to the pleasant conclusion of the found teenager and their estranged parent.

We also enjoy a passionate following among the local leaders of our community. Our facilities are commonly used for non-profit board meetings by the Susan G. Koman Foundation, Boys and Girls Club of Greater Knoxville and the East Tennessee Children's Hospital. These organizations as well as our political leaders have expressed their passion for our work on several occasions and I have included excerpts from their recent written comments we have received at our facilities for your review....

"...It was apparent how much the people at your radio station cared about the people in the community that they served. Being a hometown girl to Knoxville, I can tell you that it really matters to the listeners when a radio station cares about the people here"

Lyn McConnell - Girl Scout Troop #394 Knoxville, TN

"the words Thank You don't seem adequate to begin to show my appreciation for the efforts of everyone at Star 102.1 and the Journal Broadcast Group in putting on the Radiothon to benefit Children's Hospital last Thursday and Friday."

Bob Koppel – President Children's Hospital of East Tennessee

"..thank you for the work of Eddy Roy in creating and broadcasting the recent public service show on Autism". Eddy did a great job preparing for the interview and is a real pro in making the most of thirty minutes air time."

Jim Friedrich – Executive Director Breakthrough Corporation

“we are very appreciative of all the support that Journal Broadcast Group gives the Boys and Girls Clubs.”

Ernie Brooks – Vice President of Volunteer Services

“ It is with much gratitude that the parents of Bearden High School Seniors they you for your support, care and consideration in making Bearden Project Graduation a safe, drug free and alcohol free celebration for our graduates a success!”

Darlene Ojala – Fundraising Committee Member

“Your donation significantly contributed to the success of this event (Prom Challenge)...”

Phil Keith – Knoxville Chief of Police

“Since 1982 Second Harvest Food Bank has been here to help put food on the table for area hungry families. And we have been able to do this because of people like you who understand the importance of helping those less fortunate”

Elaine Machiela – Executive Director Second Harvest

“again, on behalf of the Board, staff and clients of the Sexual Assault Crisis Center, I thank you for your support of our agency. Your generosity and kindness will benefit the lives of individuals who have been sexually assaulted and/or abused.”

Priscilla Jenkins, LCSW Executive Director

“ Thank you for being a part in making the 15th Annual Kuumba Festival a huge success. Until the creation of the Kuumba Festival there was no programming or vehicle to present the rich traditions of African-American cultural fine arts to our community. It is organizations such as yours that help keep this tradition alive and enables Knoxville to display this rich heritage and diversity.”

Nkechi Ajanaku – Executive Director African American Appalachian Arts Inc.

“Thank you so much for Hot 104.5’s sponsorship of the Race Against Racism. With your help we got our word out in a big way and had the biggest race ever!”

Jill Holder – Director Race Against Racism

Relevant, local programming and strong community service are not only good business practices but are also the right things to do. We at Journal Broadcast Group take our mission in this pursuit very seriously and I hope in one small step I have helped enlighten you to the effort we extend daily, weekly and monthly in this mission. We are proud our staff, contribution and our service. We carry our responsibility as a public airwaves licensee very seriously and serve our public with a high degree of accountability and responsiveness.

Radio started at it's birth as a dynamic local communication service to a pool of community listeners and today at our facilities is still served in that tradition of high standards and excellence.

Respectfully Submitted,

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